

SUBJECT: Foreign Travel - [REDACTED] 25X1A9a

APPENDIX

Survey of Selected Cartographic Establishments

1. Orell-Fussli, Zurich

This was a short visit with Prof. Imhof and other course participants to one of Switzerland's largest publishing houses and the publisher of Prof. Imhof's school atlases and wall maps. Coming in the first week of the course, this visit was not as profitable as it might have been later. The dominant impression from this visit was one of unusual orderliness and cleanliness and of detailed and painstaking accuracy on all work.

2. Swiss Landesvermessungs Direction (Cadastral Directorate), Bern

This was a course-associated visit to the Federal coordinating agency for Swiss cadastral surveying. By statute all surveying is the responsibility of the cantons. Since even the largest of the cantons could scarcely support a survey organization, all cantonal surveying is contracted to private surveyors. The function of the Cadastral Directorate is to coordinate the work of these surveyors and set accuracy and quality standards for all of Switzerland. The surveyors' sheets were an impressive demonstration of the effectiveness of this coordination. Not only could these sheets be perfectly incorporated into the maps of the Landestopographie, but their graphic quality would permit any one of the surveyors' sheets to be reproduced without alteration. This visit was another demonstration of Swiss technical and organizational competence.

3. Kummerly & Frey, Bern

In addition to a course-associated visit to this commercial establishment with Prof. Imhof and other course participants, a personal call was arranged with Mr. Max Frey, business manager, to obtain sample color-scales for the shaded-relief maps produced by this organization. Mr. Frey was generous with his time and his files but did not feel free to supply any sample color-scales. Results of conversations with Mr. Frey were reported orally to [REDACTED] originator of the request for color samples.

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4. Touring Club Italiano, Milan

This is recognized as one of the finest non-topographic cartographic establishments in Europe. Superficially, there is a paradox between the quality of product and their use of the completely out-of-date stone-engraving method of map making. It was demonstrated, however, that

this technique is not as primitive as it seems, particularly in the hands of skilled craftsmen. This method persists in Italy only because of the good supply of cheap, skilled labor. But visible here, as elsewhere in Europe, was the impact of the demand for thematic maps which was forcing the TCI to use contemporary map construction methods, plastic materials, and prepared type. All atlas plates and maps requiring top quality are stone-engraved and the management seems determined to keep it so.

An example of the cartographic skills present in the TCI is its "Atlante Internazionale", well known as the Italian Touring Club Atlas. A complete revision of this atlas, released April 1957, is in this officer's opinion the best international reference atlas available. (See Section 5, Recommendations). The TCI claims to be the largest and best cartographic/geographic publishing house in Italy. It has just completed the first volume of a set of regional geographies of Italy, a book tending to justify this claim.

The TCI does none of its own printing but does have equipment for making its own blue-lines, color proofs and intermediate plates of all kinds, in addition to offset printing plates. This is accomplished either on a proofing press or by the Astrafoil dye-process.

5. Istituto Geografico de Agostini, Novara

A situation very similar to that found at the Touring Club Italiano prevails at the IGA, with emphasis on stone-engraving for quality work, but with increasing pressure from thematic maps. The difference in the two is in the receptiveness at IGA to new ideas. Not being tied to an institution like the Touring Club Italiano, the IGA must take account of all competition. Though seeming quite convinced that stone-engraving is a superior technique, IGA was willing to consider the possibility of substituting the Swiss glass-engraving technique for high-quality work. The IGA is a much larger organization, doing a large amount of fine-art reproduction and advertising printing. Of note is the IGA plan to issue its own edition of the Continental Cam Atlas, completely revised and expanded, in the Spring of 1958. The apparent substantive quality of this atlas, which was in progress at the time, was impressive. From worksheets inspected, for instance, it seemed that the atlas would have a better and more thorough treatment of the U. S. in thematic maps than has ever appeared before. At both Italian places the files on open Iron Curtain materials (maps, atlases, periodicals) were remarkably good, particularly considering their relatively small research staffs.

6. Freytag & Berndt, Vienna

This is an old reputable firm, the largest cartographic publisher in Austria. [REDACTED] Stone engraving was abandoned in favor of drafting on plastic in 1942 but the two elements mentioned earlier - relief representation and

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thematic maps [REDACTED] that Dr. Aurada, Chief of Cartography, came to the cartography course in Switzerland to find

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[REDACTED] Nearly all the maps (including tourist maps, school maps, road maps, etc.) produced at Freytag & Berndt have some form of relief representation. In Europe public preference has reached the point where even a road map without some sort of relief depiction has a difficult time in the market place. Dr. Aurada stated that his firm would use the Swiss relief shading on all future maps. He had one person specializing in relief-shading and was training another. Further, he planned to use glass engraving rather than plastic scribing wherever possible in the future.

Recently Dr. Aurada has been [REDACTED] interesting because his organization, except for having its own reproduction facilities, is very similar to the Compilation/Construction arrangement in D/CC. He has a "documentation" group similar to our compilation branches, with emphasis on research. He has found it desirable to delegate special responsibilities to individuals (for instance, one person specializes on the USSR because of language facility) while keeping as much flexibility as possible. His Iron Curtain files are exceptionally good [REDACTED]

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[REDACTED] He has found it desirable to develop relief-shading specialists. In an old organization where management practices tend to rigidity he has found it desirable to decentralize responsibility, to give his research, his construction and his reproduction groups what he called co-equality. He is attempting to install a realistic promotion policy based on competence and productivity [REDACTED] It was striking to listen to a man brought up in the European tradition, who has never taken the Agency management course, talking what is in the U. S. called good management.

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7. Bundesanstalt fur Landeskunde, Remagen

This office, under the direction of Dr. E. Meynen, is responsible for preparing statistical maps and regional-geographic publications for the West German government. It is the only federal organization doing cartography; all other mapping is the responsibility of the Lander. Like Freytag & Berndt, this organization is of interest because so much of its production is similar to that of D/CC. Its organization is typically European in its separation of research and map construction. Map design responsibility rests in the construction end of the production line than prevails in D/CC. Its production methods result from the skills demanded of cartographers in drafting fine quality work for reproduction at no reduction. This permits the use of the Astrafoil dye process for making contact positives and color proofs of high quality. The Astrafoil process in turn permits the use of exceptionally fine positive screen patterns with very fine gradations and distinctions on originals, with minimum risk of loss of detail. Particularly impressive were color proofs made by this process. Like the Touring Club Italiano, this organization makes final printing plates with the equipment used in the dye-process.

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8. Directorate of Military Survey

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25X1X7 [REDACTED] Nothing particularly striking was noted at this establishment. It is a well coordinated organization producing typical military map series in highly standardized form. The only difference from American counterpart operation is in attitude. The British feel that complete standardization for all parts of the world is impossible and therefore, they consciously change their standards from area to area. As far as is feasible, modern map materials like plastics and preprinted type are used.

9. Mapping Office of the Ministry of Housing and Local Government, London

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Arrangements and introductions were made by [REDACTED] This was another organization of especial interest to a D/GC visitor, because the general product and organization resembled that of D/GC. This organization seemed to have a lively spirit of experimentation in map styling and design. The only backwardness noted was due to the inability to procure high grade materials through government channels. For instance, inferior inks chipped and cracked on plates and their trans-adhesive type and symbols would not adhere, problems solved long ago in D/GC. [REDACTED] agreed to return at a future date to help them out with these and similar technical problems. The cartographic unit receives requirements not only from the Ministry of Public Housing, for which Dr. Willats and his people perform geographic and cartographic research - notably for the "new towns" program, but also for land and site planning for other government agencies. The variety of cartographic research problems met were quite reminiscent of our own Division.

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10. Bracknell Development Corporation, Bracknell

Bracknell is the smallest of the "new Towns" being developed under government auspices as foci of light industry and particularly for the removal of industries and workers from London. The development plans of these towns were created primarily by cartographic techniques under Dr. Willats of the Ministry of Public Housing cartographic staff, techniques involving an almost foot by foot mapping of all pertinent data. This visit developed from [REDACTED] and my visit to the Ministry of Public Housing and was arranged by Dr. Willats himself. Our guide at Bracknell, was Mr. Reinald, Assistant Manager of the corporation. This was this officer's first opportunity to inspect such a product of comprehensive applied cartographic research.

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11. Clarendon Press, Oxford University, Oxford

Arrangements and introductions were made by [REDACTED] This visit was in many ways the most interesting on the TDY. This cartographic group is only five years old and radiates youthful vigor and enthusiasm. All its technical procedures and materials are of the newer post-war type. Mr. Knight, Technical Director, was an eager experimenter with every new technical method and new material.

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Although drafting on plastic was the basic map construction technique, already installed was the Astrafoil dye-process, a type was being designed for use with the Photonyxograph (an older but very simple type of photosetter), topographical models were being made by AMS methods for use as such in the University and also, after photography, as relief plates for their maps. The simplicity and versatility of the Astrafoil dye-process, particularly for color proofing, was impressive. Mr. Eickmore, Secretary, and Mr. Knight are committed to a cartography based on modern concepts of map design and styling. Without having been to Switzerland, they were striving for the kind of simple clarity which Prof. Imhof was calling for.

This organization is dedicated to producing university-grade maps on topics normally not very profitable for commercial companies. A recent example is the Oxford Economic Atlas of Eastern Europe. In progress are additional economic atlases on the Near East and on Africa, as well as an economic atlas of Great Britain. A proof sheet of a plate in the last mentioned atlas suggested that this will be a superior topical atlas.

12. Huntings Aerosurveys, London

This visit was arranged by A. W. Catrell, a private cartographer met by this officer at the International Cartography Course in Switzerland. Huntings is an air survey organization with world-wide contracts, both commercial and official government, particularly in underdeveloped areas. It was stated that Huntings had contracts even for the current U. S. roadbuilding program. Observed were the complete procedures of making maps from air photography, including the standard equipment used in photogrammetry: Kelash, Multiplex and Stereo-planograph plotters. Plastics were in general use, but not scribing. Of technical interest was their experience with the Astrafoil area-stripping method of preparing mosaic tone areas from a single line original. It was found that the stripped plates were not durable in that the edges of the strip-coating curled up after prolonged use.

13. George Philip & Son, London

This visit was also arranged by A. W. Catrell. Philips is an old firm situated in an old building in a blighted area of London and seems

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Mr. Catrell is a former employee himself. Most of the work in progress were copies on plastic of engraved stone originals, apparently being done by plastic scribing. Philips was also using the Astrafoil dye-process and materials. The camera and plate-making rooms seemed as old as all other equipment, but it was stated that they planned a new darkroom camera, the kind in general use in the U. S. A "Hedger" photo-lettering machine was in use and felt to be an improvement over other mechanical lettering systems. Although the working quarters were no better in the globe-making department, this department reflected a striking contrast in production. Globes up to a size of 14 inches were being made on a mass production basis (600 to 700 a week) on ingeniously devised makeshift machinery. Particularly

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Impressive was the color quality and gore-match of these laminated cardboard globes. Also produced but by hand methods, were globes from plastic, plaster and aluminum. Employee morale seemed very good in the globe-making area.

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